

CERTIFICATE COURSE

Name of the course: Certificate Course in Digital Marketing

Duration: 30 Hrs

Credit : 2

UNIT- 1

Introduction to Digital

What is Marketing? What is Digital Marketing? Benefits of Digital marketing, Digital marketing platforms and Strategies, Defining Marketing Goals, Latest Digital marketing trends.

Time: 6 Hrs

UNIT 2

Search Engine Optimization

Introduction to Search Engine, How the search engine works ,Components of Search Engines, keyword Research and competition, Onpage Optimization , Offpage Optimization

Time: 6 Hrs

UNIT-3

Google AdWords

PPC Advertising (Google AdWords), Introduction to Paid Marketing, Google Account setup

Time: 6 Hrs

UNIT- 4

Social Media Marketing

Introduction to SMM, What is Social Media? Benefits of using SMM , Social Media Statistics, Why use Social Media Marketing, Social Media Strategy

Time: 6 Hrs

UNIT -5

Facebook Marketing

Facebook account setup, Personal account properties, Facebook marketing strategy, Facebook business page setup, Facebook Groups

Time: 6 Hrs

Dr. Vasanti Nichkawade

Nichkawade

Practical- MCQ Test base on Digital Marketing of Certificate Course

1 Hours

Details of the course proposed:

Name of the course: Certificate Course in Digital Marketing

Background: The core of this sort of marketing is the internet. The internet, as it is, is a potent tool to help us achieve a lot. It helps in marketing as well as it assists sellers in promoting their products across the across. Advertisements on various forms of social media and other sites, emails, and YouTube can be used by organizations to sell their products.

Traditional marketing's high costs make it almost impossible for small scale businesses or startups to compete with the business giants in the market. With low budgets, Small scale businesses are left with no option other than digital marketing. In comparison, traditional marketing costs about ten times than digital marketing. Email marketing, content writing, Search Engine Optimization, and social media marketing are the magic wands of digital marketing for small scale businesses. Some other marketing tools include Pay-per-click (PPC), display, and social media Ads.

Objectives: To acquaint the students with:

- 1) To create basic internet skills can manage basic social media marketing like making company profiles.
- 2) To create the awareness of social media marketing such as E mail marketing, what's app marketing Facebook Marketing.
- 3) TO understand the importance of SEO.

Duration: 30 Hrs

Eligibility: HSSC and / or anyone interested in Psychology

Medium of Instruction: Hindi/Marathi

Batch Size: 30

Fee Structure: Free of Cost

Faculty: 1. Dr. Vasanti Nichkawade (Course Coordinator) Professor, Dept. of Economics, Smt. Binzani Mahila Mahavidyalaya, Nagpur

V. Nichkawade

Faculty 2 - Nilophar Sheikh , Assistance Professor of CHB, Economics , Smt. Binzani Mahila Mahavidyalaya, Nagpur.

Evaluation: Total 100 marks (100 Marks online Objective Written Test at the end of the course)

Expected Course Outcome:

After completion of the course the students should be able to:

1. No specific Background Education Required.
2. Outrageous Demand for Digital Marketers.
3. It is one of the hottest career fields and is opted by many undergraduate and graduate students.
4. High-Paying Jobs, Work in Diverse Environment.
5. Fast-Growing industry, Better job Security, Entrepreneurship opportunities, Freelance job opportunities.

Dr. vasanti Michkawade
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